

**AMENDMENTS TO THE CLAIMS**

**Claim 1 (currently amended):** A method of offering admission to a venue, the method comprising the steps of:

providing programmed ~~programmable~~ media, the programmed media representing admission to the venue, wherein each programmed media has a unique identifier programmed thereon;

~~assigning an identifying number to each programmable media;~~

offering said programmed media representing admission to the venue for sale at a retail location;

registering the ~~identifying number~~ unique identifier on said programmed ~~programmable~~ media with an admission database upon receipt of proper payment from a patron; and

allowing the patron admission to the venue upon presentation of the programmed media by the patron at the venue.

**Claim 2 (original):** The method of claim 1 wherein the location is a retail store.

**Claim 3 (original):** The method of claim 1 wherein the location is a vending machine.

**Claim 4 (currently amended):** The method of claim 1 wherein the location is a provided by a tour operator.

**Claim 5 (original):** The method of claim 1 wherein the venue is a theme park.

**Claim 6 (original):** The method of claim 1 wherein the venue is a theater.

**Claim 7 (currently amended):** The method of claim 1 wherein the programmed ~~programmable~~ media is a card with a magnetic stripe.

**Claim 8 (currently amended):** The method of claim 1 wherein the programmed ~~programmable~~ media is a card with a barcode.

**Claim 9 (currently amended):** The method of claim 1 wherein the programmed ~~programmable~~ media is a card with printed information.

**Claim 10 (currently amended):** A method of allowing admission to a venue comprising the steps of:

providing a programmed ~~programmable~~ media at a location remote from the venue, the programmed media representing admission to the venue, wherein each programmed media has a unique identifier programmed thereon;

~~assigning computer programmable-readable characters to each of said programmable media;~~

~~relating the value of admission to one or more programs offered at said venue to said characters to provide authorized admission to said one or more programs at said venue when said programmable media is activated;~~

registering said ~~characters-unique identifier~~ on said programmed ~~programmable~~ media with a database capable of reading said ~~characters-identifier~~ when activated at said location remote from said venue upon proper presentation of authorization by a user; and

allowing admission into said venue to the user with said programmed ~~programmable~~ media upon reading the ~~characters-identifier~~ and verifying the authenticity of the identifier on said programmed ~~programmable~~ media at said venue.

**Claim 11 (original):** The method of claim 10 wherein said location is a retail store.

**Claim 12 (original):** The method of claim 10 wherein said location is a vending machine.

**Claim 13 (currently amended):** The method of claim 10 wherein said location is provided by a tour operator.

**Claim 14 (original):** The method of claim 10 wherein said venue is a theme park.

**Claim 15 (original):** The method of claim 10 wherein said venue is a theater.

**Claim 16 (original):** The method of claim 10 wherein said venue is a stadium.

**Claim 17 (original):** The method of claim 10 wherein said venue is a ticketed event.

**Claim 18 (original):** The method of claim 10 wherein said venue is a convention.

**Claim 19 (canceled)**

**Claim 20 (currently amended):** The method of claim 10 wherein said programmed ~~programmable~~ media includes a card with a magnetic stripe readable by a magnetic stripe card reader.

**Claim 21 (currently amended):** The method of claim 10 wherein said programmed ~~programmable~~ media includes a card with a barcode readable by a barcode reader.

**Claim 22 (currently amended):** The method of claim 10 wherein said programmed ~~programmable~~ media includes a card having said readable characters imprinted thereon.

**Claim 23 (currently amended):** The method of claim 10 wherein said programmed ~~programmable~~ media includes a card having been programmed by electromagnetic frequencies readable by a receiver when transmitted thereto.

**Claim 24 (currently amended):** A method of allowing prepaid admission of a user to a venue comprising the steps of:

providing a programmed ~~programmable~~ media for selection by the user at a location remote from the venue, the programmed media representing admission to the venue, wherein each programmed media has a unique identifier programmed thereon;

~~assigning computer program readable characters to each of said programmable media;~~

relating the cost of one or more programs offered at said venue to said ~~characters-unique identifier~~ to provide prepaid admission to said one or more programs at said venue when said programmed ~~programmable~~ media is activated;

registering said ~~characters-identifier~~ on said programmed ~~programmable~~ media with a database capable of reading said ~~characters-identifier~~ when activated at said location remote from said venue, upon proper payment by the user for the same; and

allowing prepaid admission to the user at said venue with said programmed ~~programmable~~-media upon reading the ~~characters~~-identifier and verifying activation of the identifier on said programmed ~~programmable~~-media at said venue.

**Claim 25 (currently amended):** The method of claim 24 wherein the step of relating the cost of one or more programs offered at said venue to said characters includes the step of directly programming said cost into said programmed ~~programmable~~-media which cost is adjustable.

**Claim 26 (original):** The method of claim 25 wherein the step of adjusting said cost is carried out by information stored in said database.

**Claim 27 (currently amended):** The method of claim 24 wherein said venue is a theme park offering multiday visits, and the steps of relating the cost of one or more programs offered at said venue includes the step of relating the cost of each day of visit to said park to said ~~characters~~ identifier.

**Claim 28 (currently amended):** The method of claim 27 including the step of adjusting the cost represented by said ~~characters~~-identifier each day said programmed ~~programmable~~-media is activated at said park.

**Claim 29 (currently amended):** The method of claim 24 including the step of recording the value of said programmed ~~programmable~~-media on said database.

**Claim 30 (original):** The method of claim 29 wherein the step of recording the value includes the step of recording any or all of said total monetary value, and number of prepaid days of admission to said venue.

**Claim 31 (currently amended):** The method of claim 24 including the step of providing indicia on said programmed ~~programmable~~-media indicating the venue to which the programmed ~~programmable~~-media relates and the value of said programmed ~~programmable~~-media.

**Claim 32 (currently amended):** The method of claim 31 wherein said programmed ~~programmable~~-media includes a card.

**Claim 33 (currently amended):** The method of claim 24 wherein said programmed ~~programmable~~-media has no monetary value and cannot provide admission to said venue until activation of the same.

**Claim 34 (original):** The method of claim 24 wherein the sales price and payment of entitlement of admission to said venue is zero dollars.

**Claim 35 (currently amended):** The method of claim 33 wherein said programmed ~~programmable~~-media is a card displayed prominently at a location remote the venue.

**Claim 36 (currently amended):** A system for offering dynamic advance purchase admission to a venue, the system comprising:

programmed ~~programmable~~-media ~~disposed each having a unique identifier programmed thereon, the programmed media being displayed at a location remote from said venue, each programmed media representing at least one admission to the venue when activated;~~

an activation means device at said location adapted to activate cause said programmed ~~programmable~~-media to be activated upon receipt of payment by a user;

a database for registering the identity-identifier of the programmed ~~programmable~~-media as a valid admission after activation thereof; and

a device for reading the identity of the programmed ~~programmable~~-media after activation, and checking said database to see if it is a valid admission recorded in said database, and thereafter allowing the user admission to said venue.

**Claim 37 (currently amended):** The system of claim 36 wherein the programmed ~~programmable~~-media includes the sales price and amount of payment entitling admission to said venue.

**Claim 38 (original):** The system of claim 37 wherein said sales price and payment of said entitlement is zero dollars.

**Claim 39 (currently amended):** A method of offering admission to a venue, the method comprising the steps of:

providing programmed ~~programmable~~ media on a display at a sale location remote from the venue, the programmed media representing admission to the venue, wherein each programmed media has a unique identifier programmed thereon;

~~assigning identifying means to each programmable media~~;

offering said programmed media representing admission to the venue for sale at a retail location;

registering the ~~identifying means~~ identifier programmed on said programmed ~~programmable~~ media with an admission database upon receipt of proper payment at the sales location; and

allowing admission to the venue upon presentation of the programmed media and verification of the identifier by the admission database.

**Claim 40 (withdrawn):** A method of prohibiting the sale and activation of programmable media comprising the steps of:

assigning computer programmable readable characters to said media and in a database defining a unique physical item type identified by its combination of text, colors, graphics, size, shape and programmable objects;

programming combinatorial rules in an activation system, a sales system, or both, indicating permitted item types that can be paired with each entitlement or value that can be purchased and activated;

testing the combinatorial rules at time of purchase in the sales system and/or activation in the activation system; and

permitting or denying the sale and activation based on the test results.

**Claim 41 (withdrawn):** The method of claim 40 where the combinatorial rules are tested in a retail Point of Sales system.

**Claim 42 (withdrawn):** The method of claim 40 where the combinatorial rules are tested in a system that manages the activation of admission entitlement or value.

**Claim 43 (withdrawn):** The method of claim 40 where the combinatorial rules use binary arithmetic on the item type identifier and a number associated with the desired entitlement to determine the outcome.

**Claim 44 (withdrawn):** The method of claim 40 where the combinatorial rules use a database of records that specify combinations of item type identifiers and entitlement identifiers to determine the outcome.